Predictive analytics has become a necessity for any professional sport organization. Predictive analytics are being used to predict what might happen in a football game if a team decides to go for it on 4th and 1 based on time and score, or what might happen if a pitcher throws to a certain area of the strike zone based on a batter’s previous successful at bats. One application of sports analytics that is still growing is for use in sports betting. Focusing on one sport, the PGA has been collecting an extensive amount of player performance data over the years. Until recently, this data had been used mostly in the broadcasting booth for the live television audience to give stats about fairways hit or greens in regulation. (Davenport, 2014) The rise of weekly fantasy contests has made this data valuable for third party websites such as fantasynational.com to predict what golfers will score the most points for any given tournament, what their ownership rate would be, and who is the best value pick for that tournament. These predictions can help the gambler better pick players with a higher probability of winning money. With the legalization of sports betting across the United States this data is now being used for sportsbooks every week. Websites such as datagolf.com are using all this data to build predictive models for who might win a tournament based on the players data and previous play at the course. As sports betting continues to be legalized one would expect to see more and more websites use predictive analytics behind a pay wall to assist the bettor in making bets. With gambling there is always going to be assumed risk and no amount of analytics can change that but using predictive analytics could help increase the odds of winning, even if it is a small amount.

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